

Atty. Docket No. 696.002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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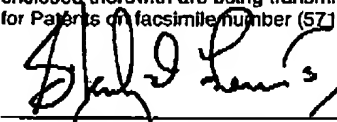
OCT 17 2006

In re Application of : Srinivasan et al.
Serial No. : 09/804,735 Examiner : Jean Janier
Filed : March 13, 2001 Art Unit : 3622
For : DETERMINING THE EFFECTIVENESS OF
INTERNET ADVERTISING (as amended)

October 17, 2006

PETITION AND FEE FOR EXTENSION OF TIME
PURSUANT TO 37 C.F.R. § 1.136(a)

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being transmitted by facsimile to the Commissioner for Patents on facsimile number (571) 273-8300 on October 17, 2006.



Stanley D. Ference III
Reg. No. 33,879_____
October 17, 2006
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Applicant(s) hereby petitions for an extension of time for a total period of three (3) months through and including October 17, 2006 to respond to the Office Action mailed on April 17, 2006. If an additional extension of time is required to insure that this paper is timely filed, please consider this a petition therefor.

The Response for which this extension is requested is filed herewith.

10/18/2006 TL0111 00000031 09004735

02 FC:2253

510.00 OP

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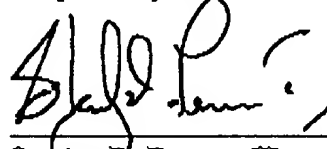
Applicant is a small entity and the extension fee required under 37 C.F.R. §

1.17(a)-(d) is calculated below:

	large entity	small entity
() one month	\$120	\$60
() two months	\$450	\$225
(X) three months	\$1,020	\$510
() four months	\$1,590	\$795
() five months	\$2,160	\$1,080

Submitted herewith is a completed Credit Card Payment Form. Please charge the credit card identified thereon in the amount of \$510.00 to cover the extension of time fee for three (3) months. The Commissioner is hereby authorized to charge payment of any additional fees associated with this communication or credit any overpayment to the credit card identified in the attached Credit Card Payment Form.

Respectfully submitted,



Stanley D. Ference III
Registration No. 33,879

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